

Indirect Verizon SureResponse™ Creative Guidelines



2/12/13



Overview

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Verizon SureResponse™ is a mobile personal emergency response system (PERS) that offers peace of mind to users and their families by providing security and convenience with a simple press of button inside and outside of their home. The solution combines a simple, portable, GPS-enabled wireless device with a web portal and dedicated call center agents. SureResponse offers:

- Usability in the home and across the Verizon Wireless network
- 24x7 access to SureResponse Care Agents
- Online portal to manage locating services for caregivers, caregiver info
- Convenience calling from emergency response device

Target Customers

- Families/Caregivers
- Active Seniors

Positioning

Peace of mind —at home and on the go.

With Verizon SureResponse, Verizon's personal emergency response service, gain peace of mind for you and your family while staying active, independent and safe. With a single touch of a button, SureResponse will connect you to Verizon's friendly and knowledgeable SureResponse Care Agents. After a simple sign-up process, SureResponse Care Agents can provide personalized emergency service, 24 hours a day/7 days a week, all on the largest high-speed wireless network in America.



Creative Direction

Note the following when developing ads for Verizon SureResponse™. All ads should be submitted to ACB for approval.

Device Naming

- The name of the device and the service is: Verizon **SureResponse™**
- The “TM” need only be used once per article/ad
- Subsequently it can be the “SureResponse” on the same page without recurring reference to Verizon.
- When used in the text of a sentence, **SureResponse™** should ideally be set off from any surrounding text with the use of bold font, as in “Verizon **SureResponse™**”

Pricing

- Single line pricing – does not share on Account Level Pricing Structures
- All calls into the SureResponse Care Center are free
- Monthly allowance is decremented by convenience calls
- No additional charge for GPS location services

Device Price	\$19.99
Contract Term	2 year
Monthly Access	\$30
Activation Fee	\$35
Monthly Allowance	60 Minutes
Overage	\$0.45/minute
ETF	\$175
Share Everything Eligible	No



Indirect Creative Direction

Copy Suggestions & Requirements

Headline & Sub-Head:

PEACE OF MIND — AT HOME AND ON THE GO.

With Verizon **SureResponse**™ personal emergency response service, you and your family can feel confident and secure knowing help is just a call away.

Body Copy:

Compact, water-resistant and ideal for use on the go, plus it's connected to America's Largest and Most Reliable Wireless Network.

- Care Agents can help locate you in the event of an emergency with GPS
- Connect with a loved one or emergency services at the press of a button
- Built-in speakerphone and up to one week of standby battery life between charges
- Includes wrist strap, belt clip, lanyard and travel charger

Device Naming & One-Liner Copy:

SureResponse

Emergency service 24 hours a day with the touch of a button

Required Device Pricing Legal Copy: Requires new 2-yr. activation.

Network Claim: AMERICA'S LARGEST AND MOST RELIABLE WIRELESS NETWORK.



Indirect Legal Copy

Legal Disclaimers

Printed ads that contain a service offer:

***Our Surcharges (incl. Fed. Univ. Svc. of 16.1% of interstate & int'l telecom charges (varies quarterly), 16¢ Regulatory & 90¢ Administrative/line/mo., & others by area) are in addition to monthly access & not taxes (details: 1-888-684-1888); gov't taxes & our surcharges could add 7% - 42% [or insert % range for Area] to your bill.**

Activation/upgrade fee/line: Up to \$35

IMPORTANT CONSUMER INFORMATION: Subject to Cust Agmt, Calling Plan & credit approval. Up to \$175 early termination fee & [45¢/min. after allowance] [& add'l charges for device capabilities]. Location availability is based on network coverage. Offer & coverage, not available everywhere; see vzw.com. [Offer expires [insert date] or Limited time offer.] © 2013 Verizon Wireless.

Note: disclaimer copy in red not needed if body doesn't reference the \$35 mo. access or the 60 min. allowance.

Printed ads that contain only a device offer (bracketed copy depends on agent policy):

Activation/upgrade fee/line: Up to \$35. **IMPORTANT CONSUMER INFORMATION:** Subject to Cust Agmt, Calling Plan & credit approval. Up to \$175 early termination fee & add'l charges apply to device capabilities. Location availability is based on network coverage. Offers & coverage not available everywhere; see vzw.com. While supplies last. [Restocking fee may apply.] Limited time offer. © 2013 Verizon Wireless.

Radio Ads:

Activation, early termination, and other fees apply. Coverage details at vzw.com.

Out-Of-Home Ads - Banner and Yard Sign:

© 2013 Verizon Wireless.



National Retail Flyer Ad Sample

Note: the following is the National Retail Flyer ad sample for VzW direct stores and is shown for general reference of a layout option only. See previous slides for copy relevant to the Indirect channel.



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SureResponse
Emergency service 24 hours a day with the touch of a button
\$19.99
Requires new 2-yr. activation.



AMERICA'S LARGEST AND MOST RELIABLE WIRELESS NETWORK.

1.800.256.4646 • VERIZONWIRELESS.COM • VZW.COM/STORELOCATOR

Activation/upgrade fee: Up to \$35. IMPORTANT CONSUMER INFORMATION: Subject to Credit, Calling Plan & credit approval. Up to \$175 early termination fee & add'l charges apply to device capabilities. Offers & coverage varying by svc. not available everywhere. See vzw.com. While supplies last. Restocking fee may apply. Limited time offer. Location availability is based on network coverage. © 2013 Verizon Wireless. 013-47703